

We Claim:

1. A fastener comprising: a strip-shaped base having a major surface and a back surface opposite to the major surface; an engaging section provided on the major surface of the base; and an embedding section provided on the back surface of the base, said fastener being adapted to be installed integrally to an article through the embedding section,

characterized in that said embedding section comprises a plurality of projecting elements which are discretely arranged so as to be spaced apart from each other in a longitudinal direction of said base, and each of which extends outward from the base substantially in a width direction of the base.

2. A fastener according to claim 1, wherein each of said projecting elements is formed integrally with said base.

3. A fastener according to claim 1, wherein each of said projecting elements is provided detachably on said base.

4. A fastener according to any one of claims 1 to 3, wherein said plurality of projecting elements are arranged at regular intervals in the longitudinal direction of said base, and wherein the projecting elements project symmetrically on both lateral sides of the base.

5. A fastener according to any one of claims 1 to 4, wherein each of said projecting elements has a generally flat outer surface extending in parallel to the back surface on a side away from said back surface of said base.